

# profile

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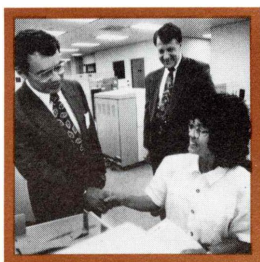
Blue on Blue features more on health care reform. See your manager for details...

**BLUE**  
on  
**blue**

BCBSF VIDEO MAGAZINE

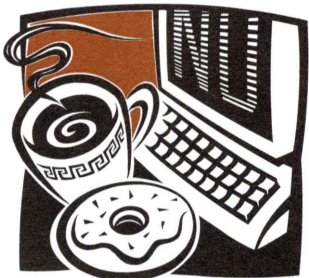
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## HEALTH CARE REFORM: WHAT DOES THE PUBLIC THINK?

**E**ditor's note: Last issue, we shared with you an overview of Florida's new Health Care Reform law, also known as Senate Bill 1914. As sweeping as that Florida law is, it is considered a warm-up for the health care reform drama unfolding in Washington, D.C. After meeting for many months in secrecy, the Clinton administration is preparing to announce details of its health care reform plan. We expect this will happen after the president's economic legislative package clears Congress — sometime from mid summer to the end of the year.

While both plans address the same broad issues, the Florida plan is not necessarily representative of the expected national plan. There is concern that the Clinton plan will emphasize solutions relying on greater government intervention and control. BCBSF thinks private sector solutions -- such as managed care-- hold more promise for reforming the health care system.

As part of our commitment to keep you up to date on the health care reform issue, we've included this look at what the public thinks of reform efforts.

Bill Clinton went to the White House promising change, and when it comes to health care, change is exactly what many Americans want.

According to a recent *Wall Street Journal* article, however, change is possible without a total transformation of the current health care system.

In the article, "Americans Don't Want A Health Care Revolution," Sheila Leatherman, president of the Center for Health Care Policy and Evaluation, outlines the results of a comparative analysis of 29 major public opinion surveys. While polls show nine out of ten Americans believe our health



Illustration By: Robert McMullen

As more Floridians become familiar with managed care, the more they realize how it controls costs and ensures access to quality care.

care system is in crisis, Leatherman suggests their "perceptions of a crisis may come more from the tone and quantity of political discourse and media coverage than from what they experience firsthand."

**BCBSF's HMO, Health Options, has a 95 percent retention rate. On measures of other standards, such as the quality of care received, 9 out of 10 customers are satisfied.**

Polls also show "a strong majority of Americans are satisfied with their own personal access to quality care but worry about access for others. Seven out of 10 Americans say they are very or somewhat satisfied with

their own present health insurance coverage, but just one in three registered voters express satisfaction with the quality of health care in the country as a whole. High cost is the crux of public concern, according to the polls. For 79 percent, cost is the biggest problem in health care generally."

In Florida, cost of health care is a key concern. According to an April, 1993 survey conducted for BCBSF, the cost of health care is tied with education as the second biggest problem on the minds of Floridians. Only the problem of crime is considered more critical.

There is considerable demand for change at both the state and national level, but little agreement on what that change involves. Access and cost are at the heart of the debate, and these sometimes conflicting priorities have led to an endless array of

*continued on page 2*





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editor and writer

Rejeanne Davis Ashley

contributing writers

Elizabeth Higgins, Scott Barker

manager

Harold Barnett

design and production

Clint Burbridge Design

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Articles and photographs about the company's programs, policies, products and people may be submitted for consideration. Please send to: Rejeanne Davis Ashley, Public Relations, Riverside Home Office Complex, 19T. For information, call (904) 791-6329 or contact your regional representative with story ideas.

regional contacts

Northeast, Maria Sims, Leslie Florence

Southern, Shelly Spivack

Central, Barbara Schreiner Bowles

West Coast, Yolonda Hazel

Northwest, Sue Kever

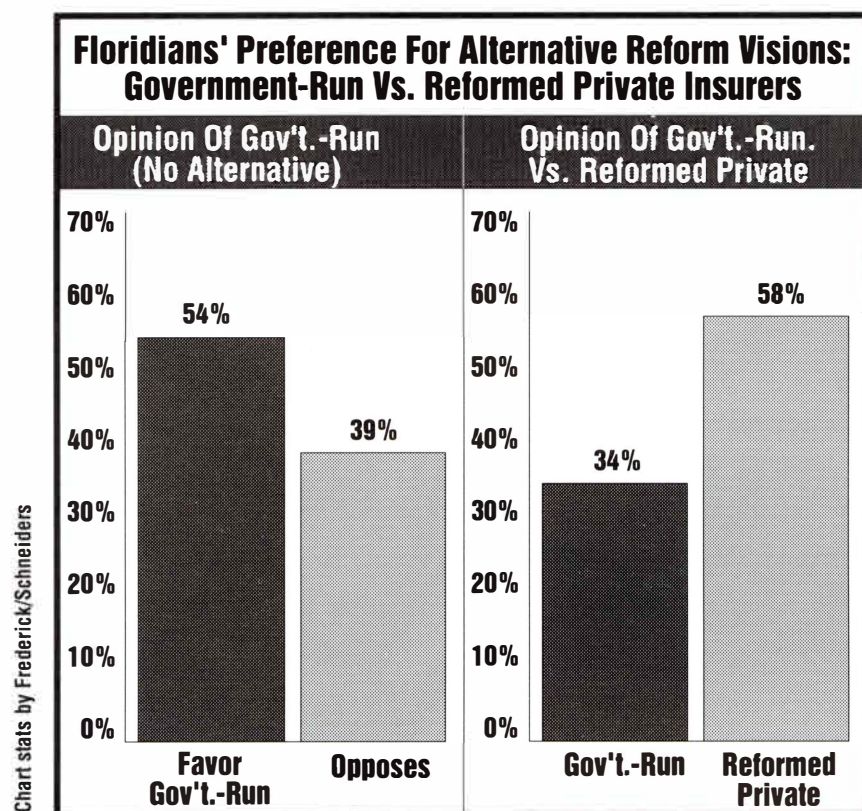
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proposed solutions — ranging from a reformed private system to a completely government run system. Reaching agreement on the best solution is a challenge that has proven daunting to all concerned.

The public is receptive to private sector solutions. According to our own polling, support for national health insurance drops when an alternative of a "reformed private" system is offered. For example, when asked, "In general, do you favor having a new government-run health care insurance program paid for by taxes," 54 percent of those polled said "yes." However, when poll respondents were read the following statement, the results change:

"Some people say that problems with the health care system have gotten so big that the only solution is a government-run health insurance system. Others disagree and say that with some changes in government laws, the insurance companies could be made to hold down doctors' and hospitals' charges, all workers could be provided coverage by their employers, and the unemployed could get insurance through tax breaks. Which group do you side with — those supporting a new government-run health insurance or those supporting changes in the law that make the private insurance system work better?"

When read that statement, 58 percent chose the "reformed pri-

vate" option over the government-run system.

At the same time, people who are familiar with managed care — for example, people who now obtain their care through a health maintenance organization or a preferred provider organization — are supportive of the approach.

BCBSF's Health Maintenance Organization, Health Options, has a 95 percent retention rate. On measures of other standards, such as the quality of care received, nine out of ten customers are satisfied.

The information suggests that the more familiar people are with managed care, the more they understand that managed care controls costs and ensures access to quality care.

Eighty-five percent of our business is managed care, which has helped position us well for the future in almost any reform scenario. In future issues of *Profile*, we will share examples of how managed care works and how it helps save money while providing quality care to more Floridians. ■

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The latest edition of *Blue on Blue* features more information on health care reform and how BCBSF is working for positive change. See your

## florida focus

### Protecting Our Work Environment

"One of our top priorities at BCBSF continues to be providing a healthful work environment for employees," says John Phelps, director of Risk Management. "We take this responsibility very seriously. BCBSF has spent a lot of time and money to maintain a healthful work environment. For example, we currently have a professional program to manage asbestos."

"To manage the asbestos con-

tained above the ceiling and in other areas of the Riverside Home Office's four-building complex, we developed Operations and Maintenance procedures to prevent the accidental disturbance of the material," says Phelps. "These procedures were developed to minimize the possibility of asbestos becoming airborne and entering the work space occupied by employees. Our future plans call for removal of the material."

"BCBSF has filed suit against W.R. Grace and Company to recover the cost of our

Operations and Maintenance program and the anticipated costs of removing asbestos-containing material from the Riverside Home Office Complex," says Phelps.

W.R. Grace and Company made the fireproofing that was installed in RHOC by contractors in the early 1970s.

"We will continue to keep you informed about the progress of our asbestos management and clean-up efforts," says Phelps. "We also will continue to properly manage the asbestos at RHOC until it can be removed." ■



## in the spotlight

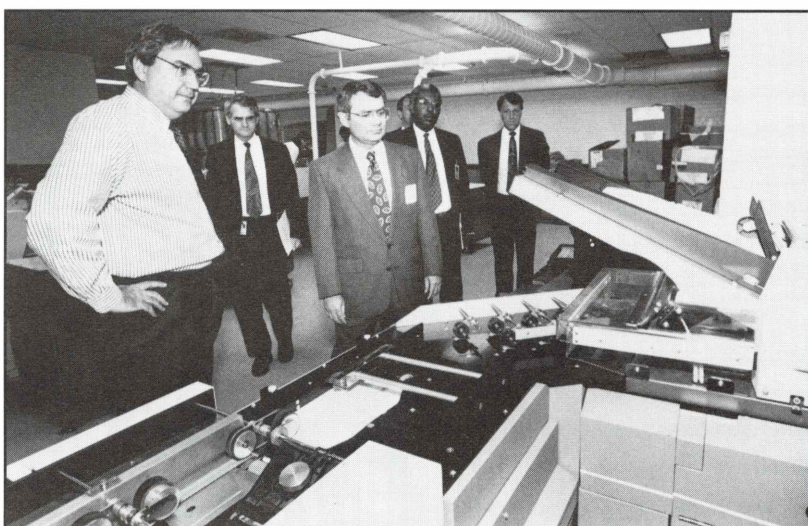
### Bacchus Tours Home Office

Congressman Jim Bacchus took time out from his busy schedule to visit BCBSF recently. He met with President William E. Flaherty, toured the Riverside Home Office Complex and met with employees in Medicare Claims, Customer Service and Incoming and Outgoing Mail.

The tour, coordinated by Government and Legislative Relations, was designed to help the Congressman understand BCBSF's role as Florida's Medicare contractor and to give us a chance to share our views on health care reform.

Bacchus discussed the American health care system, and let employees know what his constituents are saying about the problems and concerns they're experiencing within the system. The congressman has publicly endorsed universal access to health care, favors reform based on the private health insurance industry and is opposed to a national Canadian-style system and the pay or play concept.

Bacchus, a Democrat, represents the 15th District (Brevard,



Indian River, Osceola and Polk counties). He has displayed particular interest in BCBSF's Medicare fraud and abuse

detection program and is a strong supporter of additional funding for Medicare program safeguard efforts. ■

### Walk For Hope

Several members of State Account Operations written correspondence team participated in Jacksonville's first annual "Walk for Hope," an event culminating AIDS Awareness Week. The walk, organized by the PWA coalition, CARE Team, Aslan House and the Northeast chapter of the Red Cross, was held to raise money for agencies that help people with AIDS. BCBSF was a Bronze Medal Corporate Sponsor. ■

*L-R: Tim Lyons, Rafael Pillot, Michael Felton, Joni Boren and Ralph Puhlmann.*



### Doctors Honored

Doctors Jonathan H. Wood and Thomas M. Irwin were recognized by BCBSF for their combined 29 years of service to the organization. Each served as a medical consultant to the company; Dr. Irwin also was the company's first Medical Director, appointed to the position in 1972. A reception in their honor was attended by about 60 BCBSF employees, including Bruce Davidson, Bob Lufrano, Charles Scott, Bob Malinky, Dr. Paul Riisager, and retired executive Bill Dodd. ■

### service anniversaries

The following employees celebrated service anniversaries in April:

#### five years

*Carlos R. Acosta*, Systems Analyst II... *Daniel R. Daellenbach*, COB/Subrogate Analyst, HOI... *Lisa A. Davis*, Clerk B... *David C. Godwin*, Director, Finance Central Region... *Lisa D. Griffin*, Customer Service Representative B... *Ernestine C. Holsinger*, Auditor IV... *Dale Lance*, Account Representative... *Grace Lescano*, Accounting Analyst B... *Judy L. Masters*, Secretary B... *Patricia J. Mathews*, Clerk D... *Sytoy M. McFatten*, Supervisor Claims & Customer Service... *Dorothea E. Otte*, Senior Health Care Data Analyst, Statistical... *Debbie R. Paul*, Auditor IV... *Melani S. Sadsarin*, Data Entry Operator... *Dorothy W. Smith*, Senior Claims Examiner... *Barbara A. Taylor*, Clerk D.

#### ten years

*Janel S. Cevene*, Systems Analyst II... *Barney R. Dreistadt*, Director Institutional Health Care Development/Analysis... *Cindy A. Fortenberry*, Quality Analyst QC & Analysis PBO... *Gail S. Floyd*, Medicare Secondary Payer Coord... *Bobbie D. Marcum*, Customer Service Rep B... *Tina M. Markowitz*, Benchmarking Program Manager... *Mark E. Poleski*, Computer Operator... *William G. Price*, Associate Product Manager... *Judith A. Stubbs*, Executive Secretary A.

#### fifteen years

*Sandra J. Hannan*, Correspondence Rep B... *Charlotte J. Lewis*, Direct Income Processor... *Kathy G. Orr*, Director, New Markets Development... *Jack L. Wilson*, Branch Director, PARD.

*May anniversaries will appear in the next regular edition of profile*





### service anniversaries continued

#### twenty years

Deborah M. Barnett, Word Processing Operator... Vicki L. Carter, Claims Examiner B... Tessa W. Dahlke, Data Resource Consultant... Margaret J. Daise, Claims Examiner C, Medicare B... Mary F. Harrison, Secretary B... Isaiah M. Humphrey, Customer Service Rep B... Mary L. Kohn, Claims Examiner B... Maurice McCray, Medicare Secondary Payer Analyst... Debra B. Suter, Personal Service Rep... Naomia Thomas, Telemarketing Sales Rep... Anita I. Wayne, Claims Examiner B... Mary L. Williams, Claims Service Rep Trainee... Ruthie H. Williams, Enrollment Change Clerk... Shirley R. Williams, Senior Operator.

#### twenty-five years

Dorothy D. Griggs, Claims Auditor... Gail R. Harris, Manager Medicare Secondary Payer... Maude E. McKenzie, Medical Analyst Claims... Alan Strickland, System Controller.

#### Employees, please note:

Information contained in this listing is provided by the Human Resources Information Center. Any changes or corrections should be noted on an Employee Change Notification form and sent to HRIC, Riverside Home Office Complex, 3 Tower.

## for your information

### Protecting Your Computer

*General Safety Tips (Editor's note: This is the first of a three-part series on computer safety.)*

Gone are the days when computers were considered a luxury; today most of us find our computers indispensable. That's especially true here at Blue Cross and Blue Shield of Florida. A quick survey of the company shows that there are about 2,400 personal computers and 4,200 CRTs in use.

Because we're a large company that handles very sensitive information, there are a number of computer safety and confidentiality issues we must consider, such as: general safety tips when using computers; safeguarding passwords and sensitive information; and protecting our computers from viruses.

Those of us who rely on our computers know how frustrating it is when they go on the blink, usually at the most inopportune times. These computer malfunctions are always frustrating, but they are even more so when we are the unwitting cause of the malfunction.

For example, many conscientious employees spend hours

each day at their computers and even eat lunch while they work rather than taking time out for lunch. Their hard work is admirable, but it may make them more prone to computer mishaps.

Here are some common-sense tips that will help you avoid problems with your computer:

- Keep beverages away from the computer. Liquids can cause the keyboard to stick.
- Keep food away from the computer. Eating on the job can cause the same problem as above, except it's a little messier.

• Treat your computer carefully. Don't drop it.

• Keep objects such as paper clips and staples away from the keyboard. These little items can cause big problems.

These tips may seem obvious, but they are worth noting.

Following these simple guidelines will help ensure that your computer will be up and running when you need it. Look for the second part of our series on computer safety in the next issue of Profile. We'll talk about safeguarding your password and other confidential information. ■

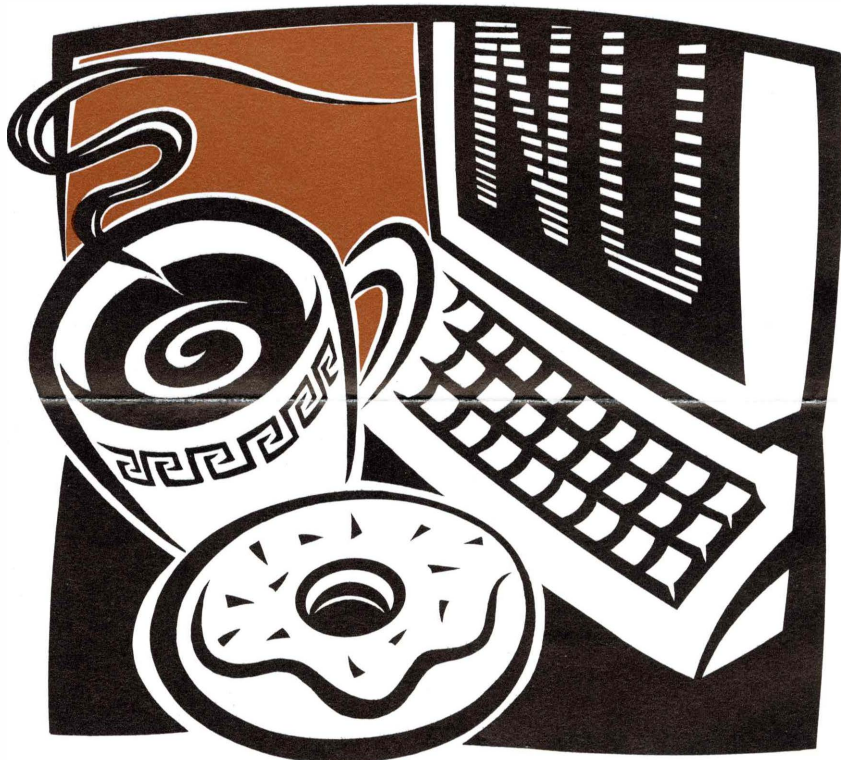


Illustration By: Robert McMullen

## employees only

### Update Your Files

Has your work phone number changed recently? Has your emergency contact changed their address or phone number, or do you want to change the person listed as your emergency contact?

If any of these scenarios apply to you, you need to fill out a personal change notification (PCN) form as soon as possible.

"It's crucial that we have up-to-date information on our employees," says Paulette Eison, Human Resources Information Center. "For example, if an

employee's child is injured or there is a death in the family, we need to know how to reach them at work. We also need to know who to call if an employee is involved in an accident or other kind of emergency."

You should fill out a PCN to update the information BCBSF has on record for you any time you have a change in your name, marital status, address, home phone number, work phone number or emergency contact information.

"When we receive the update, the information is recorded and passed on to Safety and

Security," says Eison. "In addition, the managers have a record of the information on file about their employees. Employees should make sure that what is on file is accurate."

To update your personal information, ask your supervisor to request stock form #8819-1090R SR from the stock room. PCNs should be sent to HRIC at RHOC, 3T. Your supervisor's signature is not required on the PCN.

If you have any questions about updating your personal information, call HRIC at (904) 791-6701. ■